



WRITTEN TESTIMONY OF WAKEFERN FOOD CORP.
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GENERAL LAW COMMITTEE HEARING ON HOUSE BILL 5021
STATE OF CONNECTICUT
February 28, 2012

Distinguished Members of the General Law Committee:

Wakefern Food Corp., on behalf of ShopRite and PriceRite supermarkets, is pleased to submit this written testimony in support of ending the prohibition on Sunday sales of beer.

Wakefern Food Corporation is the nation's largest retailer-owned supermarket cooperative, comprised of 47 members who own and operate more than 290 stores under the ShopRite and PriceRite banners in eight states, including the 26 ShopRite supermarkets and 10 PriceRite supermarkets in Connecticut. Wakefern provides marketing, distribution, procurement, warehousing, and various administrative services to its member companies. Wakefern, ShopRite, and its subsidiaries together employ more than 50,000 associates.

Connecticut ShopRite stores are all family-owned and operated. The families that own the ShopRite supermarkets are able to provide a true community supermarket experience for their customers because they are families serving families. PriceRite supermarkets are located in urban areas and provide these communities with a wide array of food choices that they might not otherwise enjoy. Together, ShopRite and PriceRite employ over 5,000 Connecticut residents.

Sunday has become the busiest shopping day for ShopRite and PriceRite supermarkets and eliminating the blue law that prohibits the sale of beer on Sunday would benefit ShopRite, PriceRite, our customers, and the state of Connecticut.

Connecticut is one of only of two states in the nation that still prohibits the Sunday sale of beer at neighborhood grocery and package stores.

This prohibition has been in place since 1933. While it may have made sense in the 1930s, 2012 is a different time. In today's busy world, it is imperative for the families that own and operate ShopRite supermarkets to provide their customers with the convenience of a one stop shopping experience.

Wakefern Food Corp. Testimony Supporting Sunday sales of beer-Con't

ShopRite and PriceRite's customers consistently demand greater convenience during their shopping experience. They look for items like pre-packaged salads, or pre-made dinners to help simplify their busy lives.

Being able to purchase all components of their meal in one shopping trip, every day of the week, would provide the convenience that they demand.

Ending the prohibition on Sunday sales of beer is also necessary to keep Connecticut dollars in Connecticut. Several of our ShopRite supermarkets operate on the border of neighboring states without this blue law prohibition. Connecticut customers will go across state lines on Sunday to buy beer and more often than not end up buying the rest of their groceries in that state as well. It is imperative that we keep these customers shopping in their own neighborhoods.

Allowing Sunday sales of beer would also result in increased revenues for Connecticut.

In fact, the Governor included Sunday sales in his Fiscal Year 2013 budget proposal and estimated that Sunday sales would result in \$8.6 million in new tax revenues. This is a figure that should not be overlooked.

Most importantly, though, lifting the ban on Sunday sales of beer will provide Connecticut consumers with the convenience and choice they demand and deserve.

Please support Connecticut consumers and allow Sunday sales of beer.

Thank you.